

\$890,827,000 GIVEN TO LOAN BY NATION

\$40,000,000 in Liberty Bonds Day's Subscriptions in This District.

LONDON AND JAPAN HELP

One Bank Takes \$20,000,000 and Small Investors Respond Better.

The third week of the campaign to distribute America's second war loan opened yesterday with slightly better response from the people of the Second Federal Reserve district. Subscriptions of approximately \$40,000,000 were announced during the day. Although they justified raising the estimated total to \$260,000,000, they were found to be lacking by about \$22,000,000 of the figure which the Liberty Loan committee has said must be subscribed daily if New York is to raise her maximum quota by October 27.

The general rush of subscribers on the opening day of the last lap of the campaign did not materialize, although one subscription of \$20,000,000, the largest thus far for the campaign, was filed. Although the New York district is disgracefully behind official expectations the rest of the country is doing even worse.

Although the committee has not let up in its efforts to convince the small subscriber of the necessity of supporting the Government in the second Liberty Loan, the feeling is more confident in this respect, and more thought is now being given to the large investor.

There was no disposition to discuss the situation yesterday at the Liberty Loan headquarters, but it was learned that the principal reason for the holding back of these subscriptions was the new income tax which is levied upon people with large incomes.

The official total announced by the publicity committee, which includes all subscriptions actually filed with the Federal Reserve bank and those subscriptions which have been announced but not filed, amounted to \$322,022,550 at the close of business.

Of this amount \$262,710,300 has been

received with the initial 9 per cent. payment. This latter figure has increased rapidly in the last few days and it is considered an accurate gauge of the response of the small investors to the loan. It is estimated that at least 60 per cent of this total represents the subscriptions of small investors.

Reports from the eleven other districts of the country to the committee yesterday indicated fair progress. One of the best reports came from the Cleveland district, which announced that subscriptions thus far have aggregated \$23,000,000. This is a gain of approximately \$6,000,000 over Saturday.

Boston reported a fair increase, as did Philadelphia, but none of the districts have made the progress which San Francisco has made. This district's subscriptions have proved the most sensational of the whole campaign. Approximately \$110,000,000 has been subscribed thus far—more than half of the minimum allotment.

Despatches to THE SUN from the Federal Reserve districts estimated total subscriptions for the country at \$290,000,000. At the same time the Treasury Department made public figures for the country, with one district missing, showing total subscriptions of \$212,785,000. Many of the returns reported by the Treasury were of the close of business on Saturday. Following is a table showing both the estimated and official returns from the country:

District	Estimated	Official
New York	\$262,710,300	\$262,710,300
Philadelphia	\$23,000,000	\$23,000,000
Boston	\$23,000,000	\$23,000,000
Kansas City	\$23,000,000	\$23,000,000
Chicago	\$23,000,000	\$23,000,000
San Francisco	\$110,000,000	\$110,000,000
Cleveland	\$23,000,000	\$23,000,000
Richmond	\$23,000,000	\$23,000,000
St. Louis	\$23,000,000	\$23,000,000
Dallas	\$23,000,000	\$23,000,000
Minneapolis	\$23,000,000	\$23,000,000
Totals	\$890,827,000	\$890,827,000

It was from the Commercial Union Assurance Company of London for \$500,000. It was filed through the Guaranty Trust Company. It was also announced that the branch of the Yokohama Specie Bank, Ltd., of 120 Broadway, had entered a subscription of \$500,000.

Subscriptions for the Day.

A detailed list of the subscriptions filed yesterday follows:

National Bank of Commerce	\$20,000,000
Guaranty Trust Company	\$500,000
New York Fur Merchants	\$1,000,000
International Nickel Company	\$1,000,000
The Lackawanna Steel Co., Buffalo	\$1,000,000
Arthur Tappan Committee	\$20,000
F. Naumburg & Co.	\$50,000
Commercial Union Assurance Co., London	\$500,000
Adolph Lewis & Son (additional)	\$20,000
American Brewed Co.	\$20,000
Warrington Pump Machinery Corp.	\$50,000
Pierce Arrow Motor Car Company	\$25,000
Peoples National Bank of Brooklyn	\$112,500
Cyrus J. Lawrence & Sons	\$10,000
Southern Petroleum Co., Buffalo	\$10,000
A. J. Wright & Co., Buffalo	\$10,000
J. F. Schoellkopf, Jr., Buffalo	\$10,000
Stein Hirsch & Co.	\$10,000
Merchants Fire Assurance Co.	\$10,000
John Borg	\$10,000
Germania Life Insurance Co.	\$10,000
W. L. Herstatt	\$10,000
Money New York	\$10,000
Fifth Avenue Bank (additional)	\$10,000
Great Eastern Casualty Co. of N. Y.	\$10,000
Nathan Frank	\$10,000

Day's total: \$212,785,000. Unofficially reported to date: \$250,000,000. Less subscriptions included in Federal Reserve: 7,000,000.

Balance not reported: \$22,000,000. Day's total: \$212,785,000. Official figures: \$212,785,000.

Grand total: \$890,827,000. The first results of the two weeks campaign by the Advisory Trades Committee, which are expected to take approximately \$250,000,000 of the allotment for this district, was made public yesterday. The report showed that these committees have taken approximately \$33,407,000, or about \$20,000,000 short of the amount that should be on hand at this time. The largest total from these committees came from the shipping and export trades, with \$7,120,000. The tobacco, sugar trade, jewelry, chemical and drug trade committees also have made encouraging reports.

For the first time in the history of

Government financing in the United States it was possible yesterday to purchase bonds without subscribing for them. A consignment of \$6,000,000 of bonds had been received from Washington and were allotted to sixty-two banks of the district, where they were placed on sale over the counter. These bonds are in denominations of \$50, \$100, \$500 and \$1,000, and are available for cash. The committee announced that an effort will be made within the next few days to let every bank in the district have some of the new bonds.

One of the most important moves to aid subscribers to the loan in this district since the books were opened was taken yesterday by the Clearing House committee in a letter sent to the New York banks and trust companies urging that a margin of not more than 10 per cent should be asked on loans secured by the new Liberty bonds.

The third week of the campaign was opened officially at noon yesterday by Gov. Whitman with an address to a meeting held in front of the little Liberty Bank in Madison Square. Although Gov. Whitman was the principal speaker, it was Sergt. Arthur Guy Empey who started the ball rolling in the matter of subscriptions, which were estimated at \$25,000,000.

A patriotic meeting was held by 500 merchants attending the annual New York fur auction sale at Masonic Temple, Twenty-fourth street. The meeting was addressed by Mayor Mitchell and members of the distribution committee of the Liberty Loan, and approximately \$1,500,000 was raised in about fifty minutes.

Preparations progressed in the scheme to reach every man, woman and child in New York city with an interview on the necessity of subscribing to the bonds. This scheme is being worked out by the Metropolitan Canvass Committee, which is under the supervision of A. B. Leach. It is expected that about 25,000 canvassers will be started to-day.

The committee is preparing elaborate plans for rallies this week. Tomorrow night there will be a bus parade of bondholders, starting at Broadway and Seventy-second street at 8:30 o'clock. Wednesday will be navy day, when 5,000 sailors and marines will parade through Brooklyn and Manhattan to the

U. S. S. Recruit in Union Square, where a mass meeting will be held.

The campaign will reach its height on Thursday night, when a mass meeting will be held at Carnegie Hall, which will be addressed by Lord Reading, Chief Justice of England; Secretary of the Interior Franklin K. Lane and other prominent men. Saturday the city will be bombarded from the air by twenty aeroplanes carrying tons of Liberty Loan messages. Next Sunday will be Liberty Loan Day in churches.

Charles M. Schwab, chairman of the board of the Bethlehem Steel Corporation, yesterday issued a statement to investors. He said in part: "Never before in the history of the United States has the ordinary citizen had the opportunity which is afforded to him by the second Liberty Loan. Not only can he better his own position from the long range economic viewpoint, but here is his chance sympathetically and effectively to demonstrate that he stands behind his Government in the great fight for the principles and the spirit of 1776."

FRANCE AIDS LIBERTY LOAN.

PARIS, Oct. 15.—The French Government has authorized subscriptions in France to the Liberty Loan by American soldiers.

The Government in this instance waives the application of the general decree against subscriptions to foreign loans in France and also the interdiction of the exportation of money. This privilege is limited to American soldiers.

What to do with money when uncertain about investment



When market and general conditions make you hesitate about the kind of investment to make, it is well to provide some temporary employment for your funds, in order that they may be constantly profitable. A good way to keep your funds earning interest while awaiting permanent investment is to deposit them in exchange for one of our certificates of deposit which can be made for a term to suit your convenience and which will give you a fair interest return.

Our officers will be glad to explain fully this convenient and profitable method of taking care of uninvested funds.

BANKERS TRUST COMPANY

Resources over \$330,000,000

Downtown Office: 16 Wall Street. Astor Trust Office: Fifth Ave. at 42nd St.



My "Broadway" Model I call it. As sleek in its grace as a thoroughbred, and with the sturdy positive power you'd naturally expect in a car times its size. It's an "upper ten" car and I'm showing it to people who want just that finesse in the car they drive.

Chas. E. Riess

The Hupmobile with its clean, simple, powerful four cylinder motor furnishes all the elements most desired in motor car performance.

Rapidity of pick-up, flexibility and pulling power on high gear; smoothness, silence, and absence of vibration at any speed.

Hupmobile

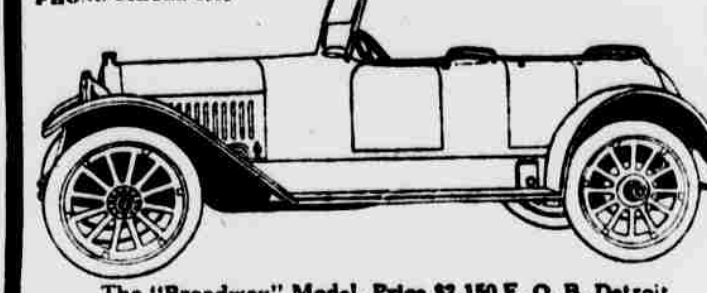
Five Passenger Touring Car \$1,150
Seven Passenger Touring Car \$1,350
Roadster \$1,150

Limousines, Landaulets, Broughams, Sedans, etc., for Immediate Delivery

CHAS. E. RIESS & CO., Inc.

1741 Broadway, at 56th St.

PHONE CIRCLE 1010



The "Broadway" Model, Price \$2,150 F. O. B. Detroit

FOUNDED 1856



It's not a question of vogue, but of physical comfort that confronts you now—overcoats are in season. Light and medium weights of sufficient warmth to ward off the chill of Fall days without being burdensome. Conservative black and Oxford, fancy reverse twills, proofed covert cloth, fleecy shetlands and rugged homespuns. Raglans, slippers and regulation models.

United States Army Uniforms Officers' regulation outfits

As a people we preach freedom and sing freedom—now let us support freedom—buy a "Liberty Bond." Subscription booth—Main Floor.

BROKAW BROTHERS
1457-1463 BROADWAY
AT FORTY-SECOND STREET

The War of 1812

The battle of New Orleans was fought 15 days after peace was declared—so slow were methods of communication.

The world moves quickly. The United States is a big country. Every part of it must know what every other part is doing.

Western Union Service overcomes the old-time barrier of distance. Fifty thousand employees and one-million-five-hundred-thousand miles of wire are at the call of every citizen of the United States—in twenty-six thousand cities, towns and hamlets.

WESTERN UNION

Telegrams—Day Letters—Night Letters
Cablegrams—Money Transferred by Wire

THE WESTERN UNION TELEGRAPH CO.

On all trips

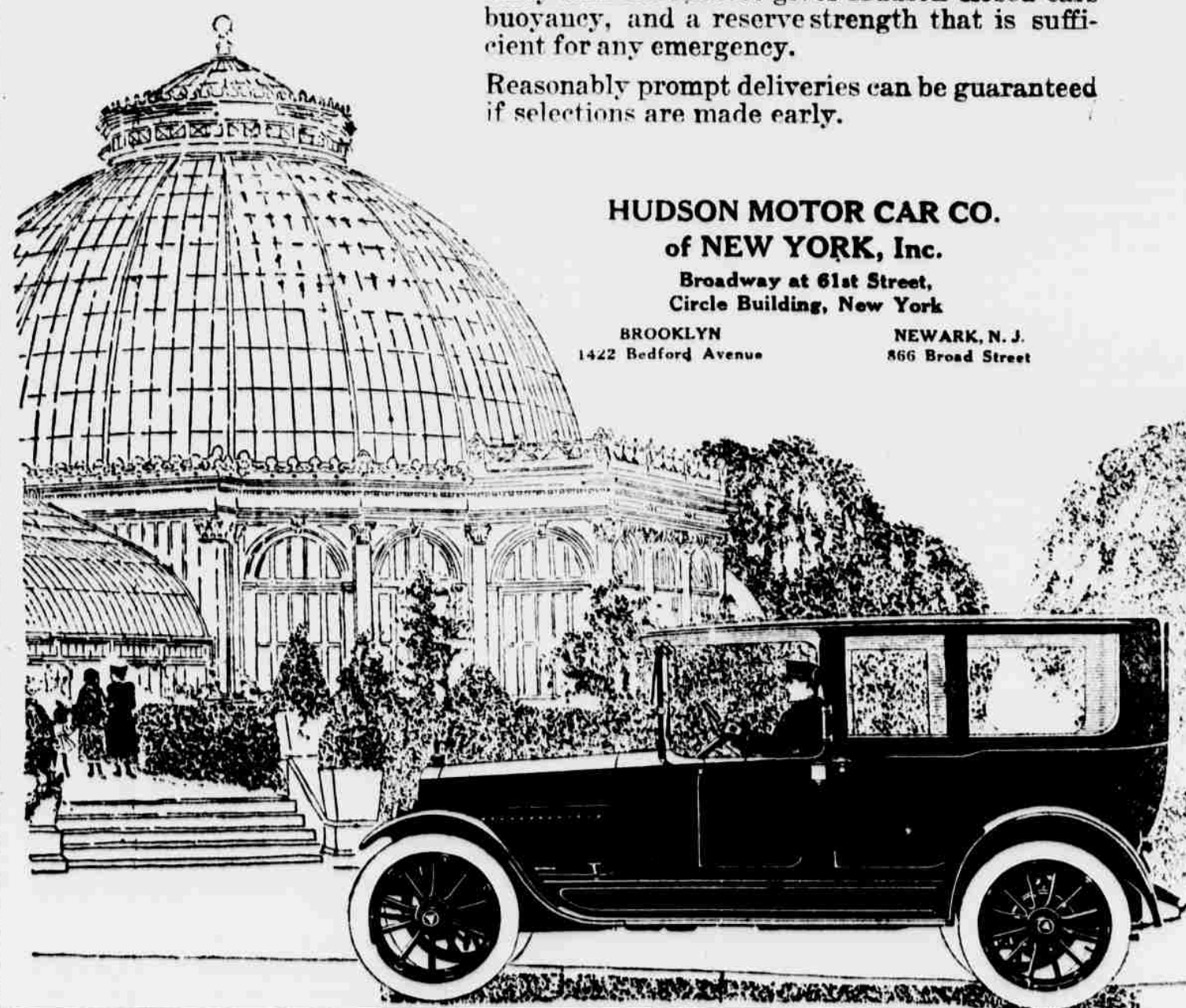
Wherever you go use So-CO-ny gasoline (accent on the second syllable). You will find that it pays.

SOCONY gives freedom from carburetor trouble. It gives real service, real economy, more miles per gallon and more power per mile.

SOCONY Motor Gasoline is absolutely uniform in quality. Every gallon is like every other gallon, here or a hundred miles from here.

In town or country, look for the Red, White and Blue SO-CO-ny sign. You'll find one nearby. It stands for gasoline that is absolutely pure—power in every drop.

Standard Oil Company of New York



HUDSON MOTOR CAR CO. of NEW YORK, Inc.

Broadway at 61st Street, Circle Building, New York

BROOKLYN
1422 Bedford Avenue

NEWARK, N. J.
866 Broad Street